

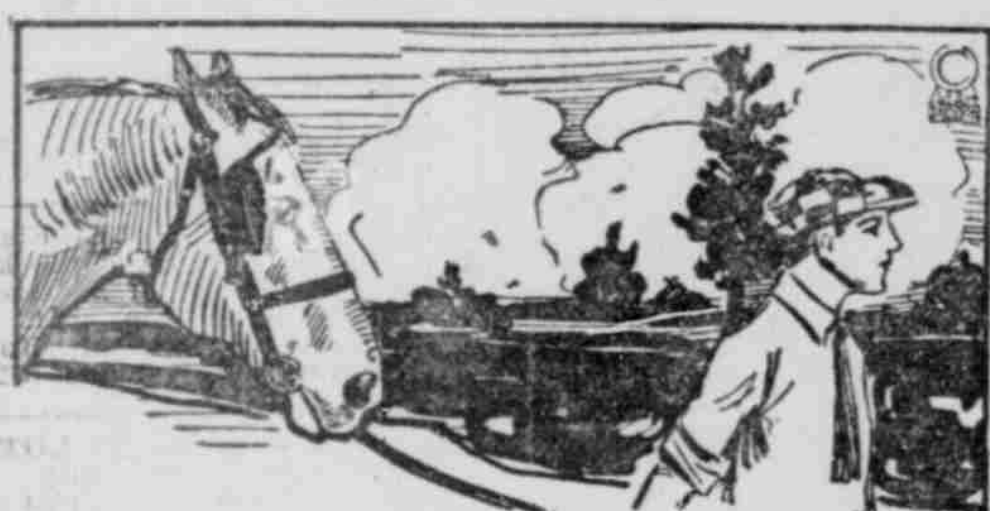
How to Advertise in the "Want" Columns

The want ad page of a newspaper represents, during a year, thousands of advertisers. Many of them are beginners in the great "game" of giving publicity to their desires, more generally known as advertising. Comparing want ads with telegrams they are very much alike, especially in the writing of them—the cost being based upon the number of words



Chained to Your Desk?

Who's to blame? You or the work that piles up? Supposing you had a little help—a competent man or woman to relieve you of much of the petty detail you're handling now—wouldn't you be able to put your time on bigger things? Certainly you would! And you'd be able to kick loose once in a while, to get out into the air and mix with men—to put over some deals that you'll never even start while chained to a desk. The answer is a News-Times WANT-AD that will get you just the help you want.



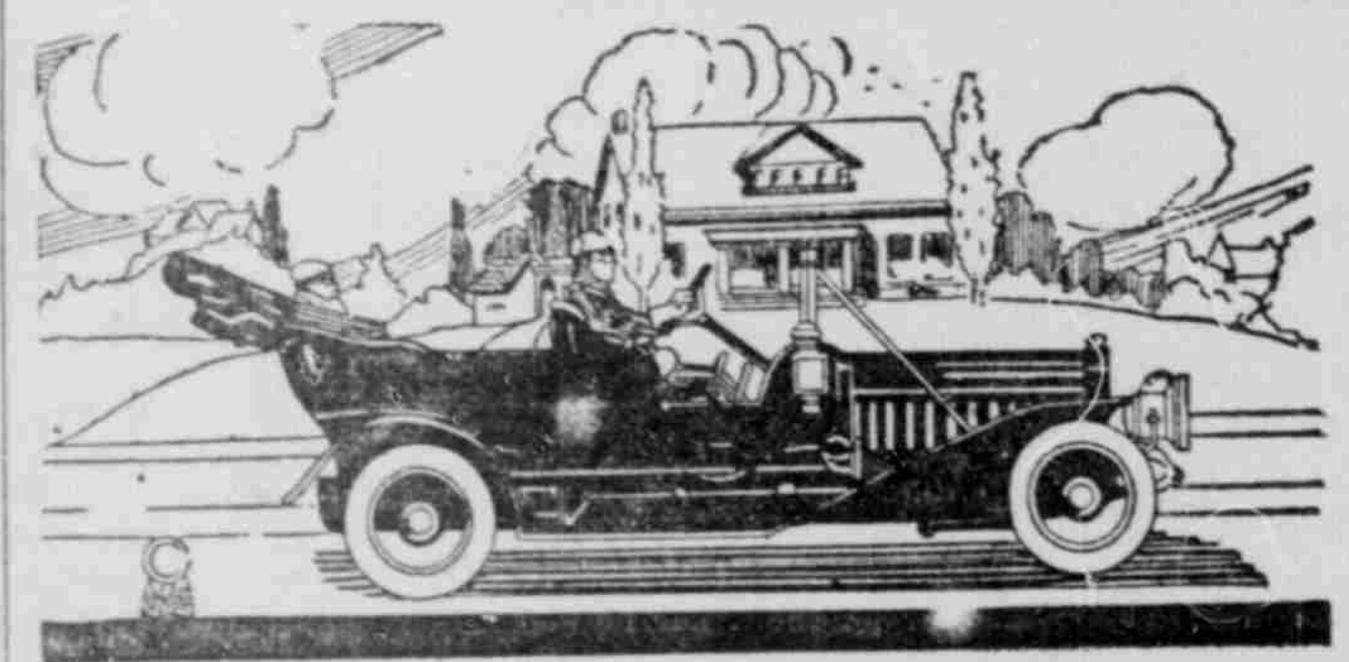
Your Horse, Sir?

Yes, sir, just the horse you want at just about the price you expect to pay. Every day the real horse bargains of South Bend are listed in News-Times WANT ADS. A bargain is something that you are able to buy at less than you would ordinarily pay. There are horse bargains all the way from \$50 to \$500. Look them over—now!



A News-Times Want Ad Will Find or Sell It

A NEWS-TIMES WANT AD is a busy little body. He knows what every real estate dealer in town has for sale or rent, and knows, too, who wants to buy or rent. Give him a chance—either by reading the real estate news in NEWS-TIMES WANT ADS tonight or telling your needs through them tomorrow. Ads taken by phone. Bills sent later.



A Last Year's Auto Show in Progress Every Day

Where? Right here in South Bend. On the WANT AD page of the News-Times. Owners who hanker for this year's models want to sell last year's cars. Auto sales companies offer last year's cars taken in trade. For the man who wants a car at a little price the News-Times Want Ads will turn the trick.

contained therein. A telegram, however, is directed to one person, while a want ad is directed to thousands. When writing a telegram you endeavor to convey your thoughts in as few words as possible, because every word adds to the expense of the message.

The same rule should apply in writing the small ads for the want page. As an example this advertisement of 24 words,

WANTED—Middle aged woman for housework. Everything modern in the house. Call between 2 and 4. \$3.00 per week. Good place for right party. 1508 LaSalle St.

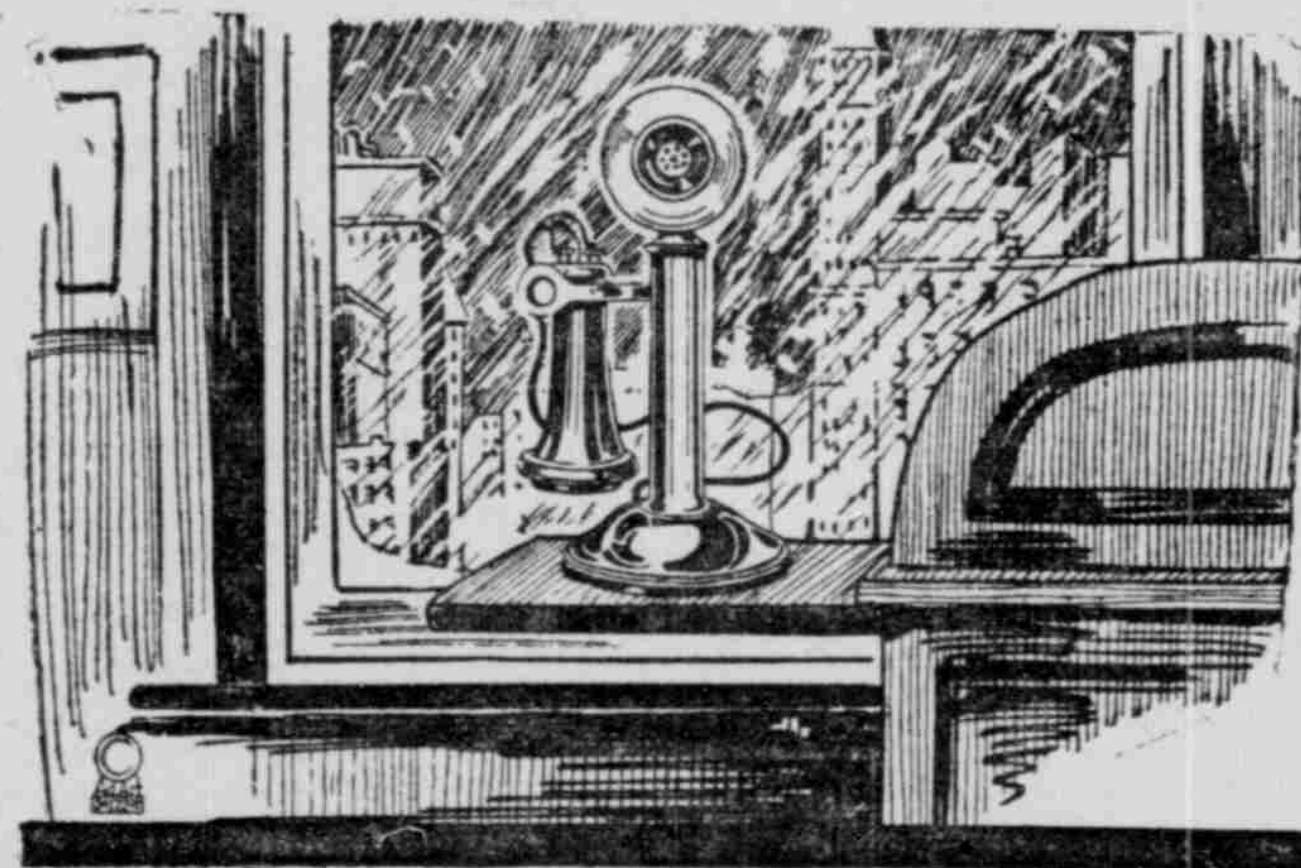
costing 54c for three days, could be written conveying the same meaning with 16 words as shown here:

WANTED—Middle aged woman for housework. Modern h. use. Salary \$3.00. 1508 LaSalle. Two to four P. M.

The cost for three days would be 32c. A newspaper is read practically by the same people every day and it is not always essential to run advertisements for long periods in order to get satisfactory results. Our records show that advertisements ordered run till further notice are usually cancelled after three days, having accomplished the purpose desired. In consideration of this we advocate the three-time order. Many advertisements can be written with 10 words and we will print

10 WORDS 3 DAYS FOR 20 CENTS

Rates, one cent a word for the first day (both editions); one-half cent a word for each day thereafter.



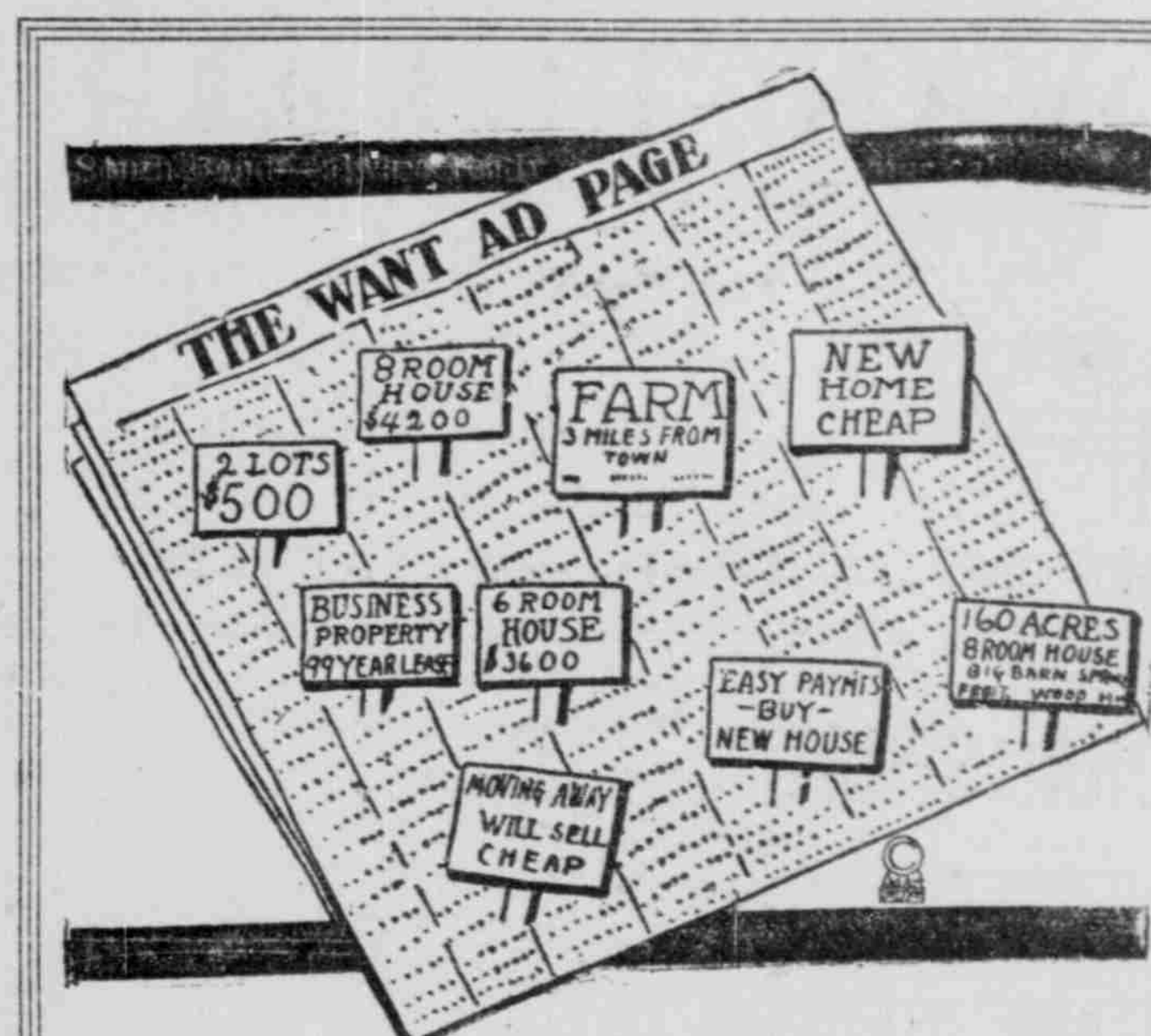
Come Rain! Come Snow!

No matter what the weather may be in these piping times of telephonic convenience, you have The News-Times WANT AD DEPARTMENT at your elbow. What's your want? Reach out for your phone and call Main 2100 or Home 1151. Tell it to the skilled operator who will answer—then it's off your mind. Leave it to News-Times WANT ADS to get you what you want when you want it.



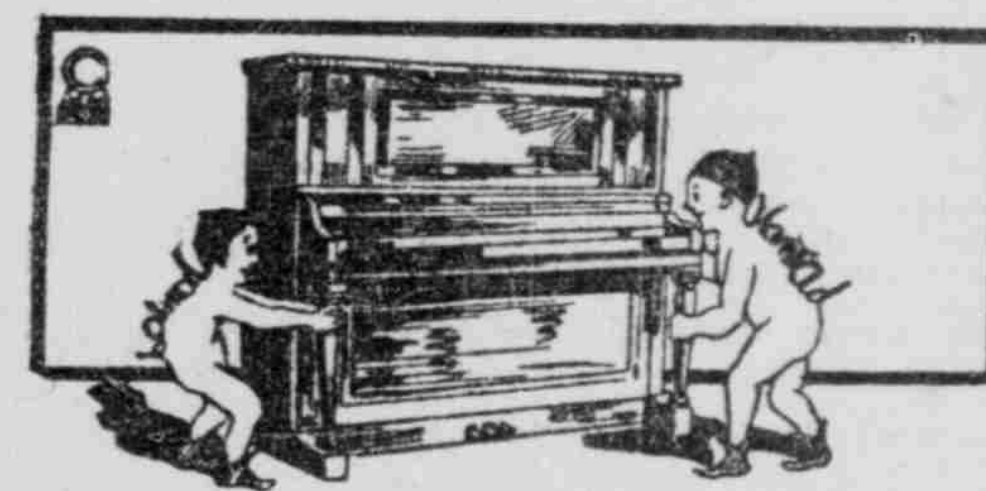
This Man

Ought to know what to do with a bunch of used furniture like this. Query: How long will it take this man to think of NEWS-TIMES Want Ads? Surely not very long, considering how well known The News-Times Want Ads are as sellers of used furniture, miscellaneous articles, etc., etc. It would be "no time" until all this man's furniture would be sold if he had the right thought about News-Times Want Ads.



Buy Real Estate

There are many bargains offered in the REAL ESTATE columns of News-Times WANT ADS tonight. A number of them will appear in the columns every day under the heading, "Real Estate For Sale". Get your real estate—and get it now! The News-Times has pointed the way to happy homes to hundreds of its readers.



Up-to-Date Piano Movers

That's the title one South Bend woman gives News-Times WANT ADS. She wanted to sell a perfectly good upright piano. A News-Times WANT AD which cost but 15c brought her a cash customer promptly. The piano was moved within an hour. News-Times WANT ADS can and will move a piano into or out of your home if you give them the chance.



Let the Little Want Ads Bring It To You

Get the money!

Doesn't make much difference what you have to sell—your services, land, a horse, an auto, a pet, poultry, the use of a room, or a house, furniture, machinery or what not—let the little News-Times Want Ads help you get the money.



Ready and Listening

The News-Times WANT ADS are alert and eager to do your bidding. They know South Bend better than the city directory knows it. Want help? They can find you the man, woman or boy you want. Want work? Lots of it ready for you—they'll lead you to it. Want to rent or sell? They know where tenants and buyers are. News-Times WANT ADS are the liveliest little things in South Bend—always ready and listening for your call.